

---

## OVERALL PLANNING GOALS AND GENERAL DEVELOPMENT PROPOSALS

---

### PLANNING GOALS

Plan goals are designed to give direction to future growth and development. They also link the past to the present and future by providing a sense of continuity between the original concept of a New Town, the reality of today and the prospects for the future. Most of the following goals were originally stated in the first Plan document. They are:

1. Preserve and enhance the high quality and character of the Rancho Bernardo community, including its neighborhood identities.
2. Develop the community's image as an important housing, employment, trade and recreational center.
3. Develop an attractive community that takes advantage of natural and man-made amenities while respecting the environmental assets and constraints inherent in the Rancho Bernardo setting.
4. Ensure a balanced community. Provide for a wide variety of housing types, densities, unit sizes and prices, with densities consistent with the Plan designations and aesthetically compatible with the surrounding neighborhood.
5. Provide areas for shopping, service and community facilities that are closely related and easily accessible to community residential areas.
6. Provide a circulation system to safely and adequately accommodate traffic within the community and establish linkages with other planned metropolitan road systems.
7. Provide adequate schools, parks and community facilities integrated with a planned open space system.
8. Support utilization of crime prevention techniques such as neighborhood alert units and crime-free design techniques.

## GENERAL DEVELOPMENT PROPOSALS

The Plan Goals outlined above cannot happen by themselves. Development proposals must be formulated and acted upon to accomplish the desired end. The General Development proposals listed below have been designed and are being implemented to accomplish the Plan Goals. They include:

1. Provide for a community focal point. An intensive commercial development complex located in the vicinity of the I-15/Rancho Bernardo Road interchange provides this focus. The Bernardo Town Center brings together, in an integrated design, those shopping, office, institutional, medical, entertainment and other community facilities necessary to meet diverse community needs. Areas westerly of the Town Center and Bernardo Center Drive accommodate a variety of uses including public facilities, offices, sites for highway-oriented commercial activity and other specialized commercial establishments. While the Bernardo Town Center and related areas will accommodate higher intensity uses, site development should continue to be characterized by low-profile structures, not exceeding three stories in height and incorporating open space areas.
2. Provide a wide variety of housing. Housing types, ranging from detached, single-family homes through cluster housing and townhouses to medium-density apartments are identified in the Plan. Residential complexes are designed to meet varying needs and lifestyles in the community. Many are oriented toward recreational facilities and environmental features, while others are clustered in close proximity to the Town Center, neighborhood commercial centers and the industrial park complex.
3. Ensure that convenience shopping centers, schools, recreational areas and institutional facilities are closely integrated with neighborhoods and housing complexes. Open space systems provide excellent opportunities for visual and circulation linkages between neighborhoods, commercial, recreational and other activity centers. Parts of the system should extend to the San Pasqual Valley regional open space area.
4. Design a circulation system that provides for “safe” internal community traffic movements, links with adjacent communities and provides adequate access to the freeway system in the area. Topographic conditions have been respected in balancing the allocation of use areas and the design of supporting traffic systems. Forced development of arterials and collectors through rugged topography has been avoided in order to minimize costly and unsightly cuts and fills and to avert future development problems in highway-adjacent areas.
5. Housing located along segments of I-15 should be separated from the adverse effects of freeway traffic by horizontal and vertical breaks, as well as through site planning, landscaping, construction techniques, air conditioning and interior design.